



# Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Henry, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Rural Bypasses	42.3%	Population	16,995	17,378
Heartland Communities	17.5%	Households	7,031	7,278
Rooted Rural	11.9%	Families	5,037	5,162
Green Acres	9.8%	Median Age	40.9	42.4
Southern Satellites	9.5%	Median Household Income	\$35,471	\$38,090

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	48	\$1,289.06	\$9,063,363
Men's	48	\$236.89	\$1,665,608
Women's	45	\$423.96	\$2,980,852
Children's	58	\$238.75	\$1,678,651
Footwear	41	\$198.37	\$1,394,716
Watches & Jewelry	55	\$122.62	\$862,110
Apparel Products and Services <sup>1</sup>	54	\$68.47	\$481,426
<b>Computer</b>			
Computers and Hardware for Home Use	54	\$114.62	\$805,860
Software and Accessories for Home Use	50	\$14.49	\$101,907
<b>Entertainment &amp; Recreation</b>	65	\$2,406.56	\$16,920,536
<b>Fees and Admissions</b>	47	\$293.56	\$2,063,989
Membership Fees for Clubs <sup>2</sup>	51	\$84.76	\$595,943
Fees for Participant Sports, excl. Trips	45	\$51.82	\$364,336
Admission to Movie/Theatre/Opera/Ballet	45	\$67.69	\$475,935
Admission to Sporting Events, excl. Trips	50	\$30.46	\$214,165
Fees for Recreational Lessons	46	\$58.46	\$411,064
Dating Services	61	\$0.36	\$2,546
<b>TV/Video/Sound Equipment</b>	60	\$868.56	\$6,106,845
Community Antenna or Cable TV	67	\$492.43	\$3,462,301
Televisions	52	\$152.82	\$1,074,481
VCRs, Video Cameras, and DVD Players	63	\$20.87	\$146,710
Video Cassettes and DVDs	60	\$39.26	\$276,034
Video Game Hardware and Software	58	\$20.93	\$147,163
Satellite Dishes	85	\$0.94	\$6,633
Rental of Video Cassettes and DVDs	59	\$30.07	\$211,406
Streaming/Downloaded Video	38	\$0.31	\$2,198
Sound Equipment <sup>3</sup>	51	\$107.62	\$756,665
Rental and Repair of TV/Radio/Sound Equipment	57	\$3.31	\$23,254
Pets	78	\$343.23	\$2,413,265
Toys and Games	64	\$94.86	\$666,964
Recreational Vehicles and Fees <sup>4</sup>	96	\$420.68	\$2,957,790
Sports/Recreation/Exercise Equipment <sup>5</sup>	62	\$133.42	\$938,047
Photo Equipment and Supplies <sup>6</sup>	63	\$80.11	\$563,284
Reading <sup>7</sup>	60	\$172.15	\$1,210,352
<b>Food</b>	62	\$5,185.65	\$36,460,312
<b>Food at Home</b>	64	\$3,130.52	\$22,010,679
Bakery and Cereal Products	65	\$437.36	\$3,075,071
Meat, Poultry, Fish, and Eggs	65	\$796.34	\$5,599,037
Dairy Products	65	\$360.40	\$2,533,983
Fruit and Vegetables	59	\$489.34	\$3,440,524
Snacks and Other Food at Home <sup>8</sup>	65	\$1,047.09	\$7,362,064
<b>Food Away from Home</b>	60	\$2,055.13	\$14,449,633
Alcoholic Beverages	51	\$300.89	\$2,115,579
Nonalcoholic Beverages at Home	68	\$300.41	\$2,112,176



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<b>Financial</b>			
Investments	39	\$395.42	\$2,780,185
Vehicle Loans	73	\$4,215.70	\$29,640,608
<b>Health</b>			
Nonprescription Drugs	79	\$89.17	\$626,953
Prescription Drugs	80	\$454.62	\$3,196,442
Eyeglasses and Contact Lenses	70	\$53.59	\$376,776
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	54	\$4,935.70	\$34,702,917
Maintenance and Remodeling Services	54	\$1,111.13	\$7,812,337
Maintenance and Remodeling Materials <sup>10</sup>	82	\$339.00	\$2,383,536
Utilities, Fuel, and Public Services	69	\$3,143.65	\$22,103,001
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	58	\$81.08	\$570,045
Furniture	51	\$333.54	\$2,345,132
Floor Coverings	55	\$53.50	\$376,168
Major Appliances <sup>12</sup>	68	\$206.52	\$1,452,050
Housewares <sup>13</sup>	55	\$51.99	\$365,532
Small Appliances	66	\$23.26	\$163,524
Luggage	46	\$4.59	\$32,267
Telephones and Accessories	50	\$21.50	\$151,133
<b>Household Operations</b>			
Child Care	47	\$193.98	\$1,363,893
Lawn and Garden <sup>14</sup>	70	\$294.95	\$2,073,827
Moving/Storage/Freight Express	56	\$29.49	\$207,310
Housekeeping Supplies <sup>15</sup>	67	\$513.05	\$3,607,234
<b>Insurance</b>			
Owners and Renters Insurance	73	\$356.81	\$2,508,708
Vehicle Insurance	65	\$912.17	\$6,413,451
Life/Other Insurance	70	\$404.90	\$2,846,833
Health Insurance	72	\$1,458.42	\$10,254,133
Personal Care Products <sup>16</sup>	62	\$268.42	\$1,887,289
School Books and Supplies <sup>17</sup>	53	\$62.51	\$439,486
Smoking Products	81	\$364.04	\$2,559,587
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	69	\$3,560.80	\$25,035,966
Gasoline and Motor Oil	74	\$1,854.91	\$13,041,898
Vehicle Maintenance and Repairs	64	\$631.91	\$4,442,988
<b>Travel</b>			
Airline Fares	46	\$192.62	\$1,354,290
Lodging on Trips	57	\$240.76	\$1,692,811
Auto/Truck/Van Rental on Trips	43	\$16.74	\$117,677
Food and Drink on Trips	57	\$267.70	\$1,882,169

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>12</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>17</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.